

CLAIMS

What is claimed is:

- 1 1. A method for test marketing in real time based on user polls, comprising the
2 steps of:
 - 3 (a) storing user input relating to requests for information about products in a
4 database;
 - 5 (b) searching the database for selecting users who have entered user input relating to
6 at least one product;
 - 7 (c) presenting information relating to the at least one product to the selected users;
 - 8 (d) receiving feedback from the users; and
 - 9 (e) analyzing the feedback for determining user interest in the at least one product.
- 1 2. A method as recited in claim 1, wherein the user input includes submissions of
2 representations of bar codes associated with products.
- 1 3. A method as recited in claim 1, wherein the information presented to the users
2 includes a poll.
- 1 4. A method as recited in claim 1, wherein the information presented to the users
2 includes a promotional offer.
- 1 5. A method as recited in claim 1, wherein the analysis includes a geographical
2 analysis.
- 1 6. A method as recited in claim 1, wherein the analysis includes a time period-
2 based analysis.

- 1 7. A computer program product for test marketing in real time based on user polls,
2 comprising:
- 3 (a) computer code for storing user input relating to requests for information about
4 products in a database;
- 5 (b) computer code for searching the database for selecting users who have entered
6 user input relating to at least one product;
- 7 (c) computer code for presenting information relating to the at least one product to
8 the selected users;
- 9 (d) computer code for receiving feedback from the users; and
- 10 (e) computer code for analyzing the feedback for determining user interest in the at
11 least one product.
- 1 8. A computer program product as recited in claim 7, wherein the user input
2 includes submissions of representations of bar codes associated with products.
- 1 9. A computer program product as recited in claim 7, wherein the information
2 presented to the users includes a poll.
- 1 10. A computer program product as recited in claim 7, wherein the information
2 presented to the users includes a promotional offer.
- 1 11. A computer program product as recited in claim 7, wherein the analysis includes
2 a geographical analysis.
- 1 12. A computer program product as recited in claim 7, wherein the analysis includes
2 a time period-based analysis.
- 1 13. A system for test marketing in real time based on user polls, comprising:

- 2 (a) logic for storing user input relating to requests for information about products in
3 a database;
- 4 (b) logic for searching the database for selecting users who have entered user input
5 relating to at least one product;
- 6 (c) logic for presenting information relating to the at least one product to the
7 selected users;
- 8 (d) logic for receiving feedback from the users; and
- 9 (e) logic for analyzing the feedback for determining user interest in the at least one
10 product.

1 14. A system as recited in claim 13, wherein the user input includes submissions of
2 representations of bar codes associated with products.

1 15. A system as recited in claim 13, wherein the information presented to the users
2 includes a poll.

1 16. A system as recited in claim 13, wherein the information presented to the users
2 includes a promotional offer.

1 17. A system as recited in claim 13, wherein the analysis includes a geographical
2 analysis.

1 18. A system as recited in claim 13, wherein the analysis includes a time period-
2 based analysis.